





# MEETING NOTES



<b>Committee</b>		<b>Utah Prevention Advisory Council (UPAC)</b>
<b>Date</b>		<b>Wednesday, November 28, 2007</b>
<b>Time</b>		<b>11:00 a.m. – 1:00 p.m.</b>
<b>Location</b>		<b>Utah Department of Alcoholic Beverage Control – Board Room</b>
<b>Members Present</b>	Brenda Ahlemann, Jerry Bond, Heather Borski, Dr. Stacy Eddings, Dr. Steve Harrison, Peggy Hill, Verne Larsen, Brad Linn, Mike Milne (for Tibby Milne) Doug Murakami, Teri Pectol, Craig PoVey, Julie Spindler, Doug Thomas, Charlotte Vincent	
<b>Members Excused</b>	Marie Christman, Leslie Dalton, Noreen Heid, Anne Freimuth, Ray Hintze, Dr. Ed Ho, Jeff Smart, Dr. Barbara Sullivan, Ray Wahl	
<b>Guests</b>	Allen Stephens, Nora B Stephens, Susannah Burt, Helen Knipe, Steve Wright	
<b>Staff</b>	Mary Lou Emerson	
<b>Agenda Item</b>	<b>Call to Order</b>	
<b>Notes</b>	<p>Verne Larsen called the meeting to order.</p> <p><b>Approval of Meeting Notes of September 19, 2007</b>  <b>Motion:</b> Heather Borski made a motion to approve the meeting notes of the September 19, 2007 meeting. The motion was seconded by Julie Spindler and passed unanimously.</p>	
<b>Agenda Item</b>	<b>Selection of New UPAC Co-Chair</b>	
<b>Notes</b>	<p>Verne explained Nora B Stephens resigned as co-chair of UPAC after the September meeting. Teri Pectol nominated Craig PoVey to serve as co-chair with Verne Larsen. Craig PoVey nominated Teri Pectol, and Teri asked that her name be withdrawn. There were no further nominations, and Craig PoVey was elected co-chair by acclamation.</p>	
<b>Agenda Item</b>	<b>Agency Prevention Report:</b>	
<b>Notes</b>	<p>Teri Pectol provided a presentation on the Department of Public Safety's Highway Office. The Office focuses on traffic safety throughout Utah, including: Police Traffic Services, Community Traffic Safety Programs, Occupant Protection Programs, Traffic Records Program, Emergency Medical Services, Pedestrian and Bicycle Programs, Roadway Safety Programs Motorcycle Safety Programs, Planning and Administration, Paid Media Program, and Alcohol Programs. The main funding for the Office is the National Highway Traffic Safety Administration (NHTSA), but they also have funding from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) for the Enforcing Underage Drinking Laws (EUDL) program, and state programs such as Eliminate Alcohol Sales to Youth (E.A.S.Y.) and the Utah Department of Transportation. They collaborate with other agencies, including state and local health departments and law enforcement. This year, they hired R&amp;R Partners to create a marketing campaign on impaired driving. The campaign includes billboards, coasters, napkins, and a life-sized cardboard cutout of Trooper Silver Brown that has been placed in bars throughout the state. Utah has the lowest alcohol-related crash fatality rate in the Nation.</p>	



Department of Public Safety  
Highway Safety Office

<b>Agenda Item</b>	<b>Strategic Prevention Framework State Incentive Grant (SPF-SIG)</b>
<b>Notes</b>	<p><u>Update on SPF-SIG Grant</u>  Susannah Burt reported a draft of the State Strategic Plan has been submitted to the CSAP Project Officer/Pacific Institute for Research and Evaluation (PIRE). The two state priorities are alcohol-related motor vehicle crashes and prescription drug abuse. The Project Management Team for the grant has identified the priority each of the Local Substance Abuse Authorities will focus on. Susannah will send the draft plan to Mary Lou, who will then distribute it to the UPAC membership.</p> <p><u>Update on State Epidemiological Outcomes Workgroup (SEOW)</u>  The SEOW will meet next week. They will examine the data to determine areas where additional data are needed. They have a lot of data on alcohol-related vehicle crashes, but not as much for prescription drug abuse.</p>
<b>Agenda Item</b>	<b>Updates</b>
<b>Notes</b>	<p><u>Utah Strategic Substance Abuse Prevention Plan</u>  Verne explained the next step in the strategic planning process will be to identify workgroups from among the UPAC membership to work on each goal. A sign-up sheet was circulated.</p> <p><u>2008 Legislature: Bill and Appropriations Requests</u>  Mary Lou briefly reviewed the substance abuse-related bill requests that have been submitted to date. A request for an appropriation for adolescent intervention and treatment services has been submitted to the Governor for his consideration.</p> <p> <u>Utah Methamphetamine Public Awareness Campaign: "Campaign-in-a-Box"</u>  Verne Larsen reviewed the "Campaign-in-a-Box" materials created by RIESTER advertising agency for the Utah Methamphetamine Public Awareness Campaign.</p>
<b>Agenda Item</b>	<b>Recognition of Nora B Stephens</b>
<b>Notes</b>	<p> Verne Larsen provided background about the many contributions made by Nora B Stephens as a member of the Utah House of Representatives, co-chair of the Governor's Council on DUI, and co-chair of the Utah Prevention Advisory Council (UPAC). Nora B was presented with an engraved vase in recognition of her service as UPAC Co-Chair from 2002-2007, and a bouquet of flowers. Nora B thanked the Subcommittee members for the opportunity to be a part of their efforts and wished them the best in future endeavors.</p>
<b>Agenda Item</b>	<b>2006-07 Annual Report on Eliminating Underage Drinking in Utah</b>
<b>Notes</b>	<p> Doug Murakami explained the focus of the Underage Drinking Campaign is total community mobilization. The campaign involves a multiagency partnership, which has recently expanded to include the Offices of Ethnic Affairs. The evaluation shows parents are seeing the messages, but many still think it's "not my kid". Steve Wright played a message recorded by First Lady Mary Kaye Huntsman, as well as the new TV spots developed for the second year of the campaign. Helen Knipe reported on the alcohol compliance checks being conducted throughout the state in grocery and convenience stores. The checks are intended to prevent illegal sales of alcohol to minors. Funding for the Eliminate Alcohol Sales to Youth (E.A.S.Y.) Program provides reimbursements to local law enforcement agencies for the costs of conducting the compliance checks. The retail training component of the program is</p> <p></p>

	managed by the Division of Substance Abuse and Mental Health, and store clerks are required to complete the training. In FY 2007, over 27,500 clerks completed the training. Participating agencies cover jurisdictions containing almost two thirds of the retailers in the state, and in the first year of the program, 88.3% of retail outlets were found to be compliant/"passed" the compliance check! The plan for FY 2008 is to reach the remaining one-third of the retail outlets and to institutionalize four compliance checks per outlet per year.
<b>Agenda Item</b>	<b>Other Business</b>
<b>Notes</b>	Heather Borski reported she has recently accepted a position as Director of the Bureau of Health Promotion at the Utah Department of Health, so will no longer be directly involved in the Tobacco Prevention and Control Program. Recruitment for her old position will open soon.
<b>Next Meeting</b>	<b>Wednesday, March 26, 2008, from 11:00 a.m. – 1:00 p.m., at a location to be determined</b>

Note: Copies of meeting materials are available upon request by contacting Mary Lou Emerson, USAAV Council Director, at (801) 538-1921 or memerson@utah.gov.